

RADIO MERGER TABLED

Although the Student Senate approved a motion allowing its incorporation, it appears that the Inter-College Radio Network (ICRN) will not take such a step at this time.

ICRN's purpose in forming a not-for-profit corporation was to obtain and hold a commercial A.M. license for radio station WNTC.

Some of the ICRN board members have had second thoughts about the incorporation and licensing plans, as drawn up by Gary E. Landrio. They would prefer to licensing with State's S.G.A. give more study and thought to president.

the details and loopholes of the proposal, before committing themselves to any action.

The board members also expressed misgivings, due to comments made to them by Dean of Student Affairs, A. George Davis.

Dean Davis feels that the Board of Trustees of Clarkson would not be willing to allow an outside organization to use Clarkson land and buildings.

Meanwhile, Landrio is doing further research and plans to have a report within two weeks. He is also discussing WNTC with State's S.G.A.

letters

Dooley vs. WNTC: Round One

To the Editors:

In response to Mr. Landrio's letter of 9/25/73 I would like to present a few "points of information" to indicate how ridiculous this situation really is:

First of all, it has become evident over the past 2 weeks that few people besides Mr. Landrio really know exactly what he is trying to pull off. CCSA does not know all the details, the students at both colleges most certainly do not know the details, and there is a question in my mind as to how aware of the ramifications of this project is ICRN itself.

To explain further, let us point out several "facts" about WNTC and ICRN, Inc.

The sole purpose of incorporating ICRN is to obtain a free-radiating AM license for WNTC. This incorporation supposedly only affects WNTC. The other ICRN radio station WTSC-FM is not affected by this incorporation.

To accomplish their goal, funds are needed. Mr. Landrio has stated that approximately \$60 is needed to file the incorporation papers in the first place. Then, assuming they get REALLY lucky and get a gift from the Federal Communications Commission, Mr. Landrio has indicated that \$12,000 would cover the costs of a transmitter, transmitting tower, monitoring systems and other items needed to go free radiating. Note that this \$12,000 does not cover the costs of studio facilities, which Mr. Landrio claims WNTC already has.

Where are all these dollars coming from? Various places, according to Mr. Landrio. Last week at the CCWA meeting, Mr. Landrio stated that most of the \$60 for incorporation would come from membership dues in ICRN. Members pay \$2 annual dues for the privilege of belonging to ICRN. It is interesting to note that 2 days later Mr. Landrio denied having told CCSA about dues money being used for incorporation purposes. I know of at least 20 people who heard him make the statement before CCSA; I also know that 2 of these people were present when he denied the statement at the ICRN meeting 2 days later. What else is Mr. Landrio not telling us?

It was pointed out last week in the INTEGRATOR that the funds for transmitting facilities (the \$12,000) would be obtained through a finance company founded by Mr. Landrio's cousin. To the best of my knowledge, Mr. Landrio has not provided anyone, including the ICRN board, with the details as to the terms of the proposed loan. All that has been said is that the money is available if needed.

I mentioned before that Mr. Landrio claims WNTC has its own studio facilities. These facilities are not the property of WNTC--they belong to the 2 student governments supporting ICRN. In the event that ICRN, Inc. "takes over" WNTC, all equipment which the station now uses and needs would have to be purchased from the 2 student governments. Besides the simple fact that additional funds would be needed to make such a purchase, there has been serious discussion that the SUCP student government may not be permitted to sell their interest in the equipment. How could WNTC return then the 1/2 of a speaker, 1/2 of a tape deck, 1/2 of an amplifier, which they may own?

Another question is where all this money will come from. Assuming WNTC borrows more than the \$12,000, where will they ever get money to pay off these loans? The student governments will no longer be funding WNTC. All moneys must be raised from advertising. Mr. Landrio has stated that grants are available, but he has failed to indicate possible sources, and has not approached any groups for these grants.

According to a recent ICRN budget, it costs approximately \$6,500 per year to fund WNTC. It would then cost \$6,500 plus the cost of loan payments, just to keep WNTC going for a year. What would this figure come to? Would loan repayments amount to \$2,000 a year? Probably. More? Possibly. We are now discussing a need for at least \$8,500 a year.

The Clarkson Board of Trustees has advised WNTC that in the event of the incorporation they would no longer be permitted use of Clarkson facilities. The Board will not permit an independent, private corporation to operate on campus, due to space limitations and tax problems. WNTC, then, would be forced to rent or purchase land for their transmitting facilities as well as renting or purchasing housing for their studios. How much will these costs add to the \$8,500 minimum predicted annual budget?

Since we are now discussing over \$10,000 which WNTC would have to obtain for each year of operation until the loans were paid off, and at least \$6,500 a year thereafter. Can they get this much money from advertising? Probably not.

Over the past few years since WNTC has been broadcasting on FM on the cable, something they have been immensely proud of, their advertising campaign to get sponsors has been leaning very heavily upon the fact that they cover all of town as well as covering the CCT and SUCP dorms. Despite this claim, certain advertisers have refused to sign renewals of past contracts. One very important client discontinued advertising with WNTC because he wanted to see if his business dropped if he didn't advertise. Business boomed, however, and WNTC was out the several hundred dollars that account had paid in previous years.

WNTC has raised its advertising rates over the last few years because of their claim of covering the whole town and parts of the surrounding area. Can they claim an additional increase in rates by announcing they cover the same area twice? Note that WNTC's

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advertising estimate for a full year recently, was only \$2,400. This would leave them with at least \$7,500 to magically discover or else go bankrupt and lose everything.

Can WNTC survive all of these "small difficulties?" Good luck, gang!!! 50% of their air staff is graduating this year, most of those graduating being their "prime-time" people--in other words, their best air staff will be leaving. This leaves them with the bottom-rung people who presumably aren't even qualified for a prime-time show on carrier-current AM. On top of all this, most of WNTC's officers are also graduating. Since their total staff at present totals about 30 people, with the most qualified persons graduating, what are they going to do about the qualified personnel needed to operate a "real" radio station?

The question, it seems, is not whether WNTC can overcome apparently insurmountable obstacles and become a free-radiating radio station, but whether WNTC can survive as a carrier-current AM station? With the trend toward buying expensive stereo receivers being what it is today, a time when students will be reluctant to listen to the gratch and low fidelity of AM radio may not be far off. WNTC may already be feeling this pinch by the fact that at 2 interest meetings WNTC has 11 freshmen show up, while another campus station had over 50 join.

If WNTC free-radiating is a last attempt to save a dying radio station, it appears to be a somewhat expensive solution. With an immediate threat of bankruptcy to the corporation if advertising revenue does not meet Mr. Landrio's expectations, the entire plan is foolish, to be polite.

If Gary E. Landrio knows so much about business, corporate finance, the Federal Communications Commission, Clarkson College, SUCP, the economic situation in Potsdam, and radio in general, how come WPDM hasn't snatched up his valuable know-how? Why hasn't the ABC, NBC or CBS networks grabbed him? How come there are so many loop-holes in ICRN, Inc? So many unanswerable questions? How come, Gary?

Sincerely,
Betti A. Dooley

Editor's Note: To our knowledge, the Board of Trustees has not made a statement concerning incorporation, because they have not yet been approached. (Dean Davis indicated that in his opinion, they would not deal with an outside organization.)

Speaking of costs, add another \$1,000 annually for relicensing, when the composition of the Board changes.

A Word From The Sponsor...

To the Editor-in-Chief:

In your editor's note to my letter printed in the September 29, 1973 issue, a couple of over-sights in information were printed. One of which is that the Cornell Station WVBR is not owned by the university but is owned by the Cornell Radio Guild, Inc., which is controlled and operated by the students of Cornell.

Professionalism? Compare the programming of the present WNTC to stations in small cities in your own area. Good candidates for comparison in the St. Lawrence Valley for example would be WPDM, WMSA, and WYBG. WNTC matches the professionalism of operation of all of these. Other questions that are being asked concerning facilities, financing, etc. are now in the process of solution, and a documented answer to these should be published in about two weeks.

Sincerely,
Gary E. Landrio
Director Coordination and Planning
ICRN

Editor's Note: We stand corrected on the Cornell question--to an extent. The Cornell Radio Guild, Inc., a private corporation, owns the 3,000 watt FM commercial station, WVBR.

But controlled by students?? According to the general manager of WVBR, George Clare, the Board of Directors is comprised of a Director of Public Information, a lawyer, a treasurer of a savings and loan association, a member of the local Chamber of Commerce, and an alumnus engineer. Presently, there are no students on the board.

As for professionalism, we will make no further comments as to your criteria.